

REMARKS

Claims 1-3 have been rewritten to overcome the claim objections, and to overcome the rejection of claim 2 under 35 U.S.C. §112, second paragraph.

Claims 1-3 were rejected under 35 U.S.C. §102 (b), as being anticipated by Goldhaber et al., U.S. Patent No. 5,794,210.

Claims 1-3 have been rewritten to clarify that each of the plurality of storage apparatus has stored therein advertising information related to an advertisement owner, and that one of the storage apparatus is selected to supply such information to the advertisement viewer, if the storage apparatus is operative. In case that such selected storage apparatus is not operative, however, another operative storage apparatus is used to supply the advertising information related to the advertisement owner. These clarifying amendments are supported in the specification on page 37, line 11, to page 38, line 9.

Such a combination of features is not disclosed, taught, or suggested, in Goldhaber et al. Furthermore, the Examiner admits that “upon accessing the network 102 (Internet) and inputting by the user or viewer the URL address of the web site related to the server 106, if the server 106 is down or otherwise inaccessible, then the network will return an error message and no ads are presented to the viewer or displayed on the viewer’s computer 104”, referring to Goldhaber et al., Office Action, page 6, lines 9-12.

CLOSING

An earnest effort has been made to be fully responsive to the Examiner's objections. In view of the above amendments and remarks, it is believed that claims 1-3 are in condition for allowance. Passage of this case to allowance is earnestly solicited.

However, if for any reason the Examiner should consider this application not to be in condition for allowance, he is respectfully requested to telephone the undersigned attorney at the number listed below prior to issuing a further Action.

Any fee due with this paper, not fully covered by an enclosed check, may be charged on Deposit Account 50-1290.

Respectfully submitted,



Michael I. Markowitz
Reg. No. 30,659

CUSTOMER NO.: 026304

TELEPHONE NO.: (212) 940-8687

FAX NO.: (212) 940-8986/7

ATTORNEY DOCKET NO.: SCET 18.700

MIM:lh